Bicycle Friendly Community Campaign

Creating a bicycle-friendly America

...town by town, city by city





The Bicycle Friendly Community Program

- Awards
- Incentive
- Technical Assistance



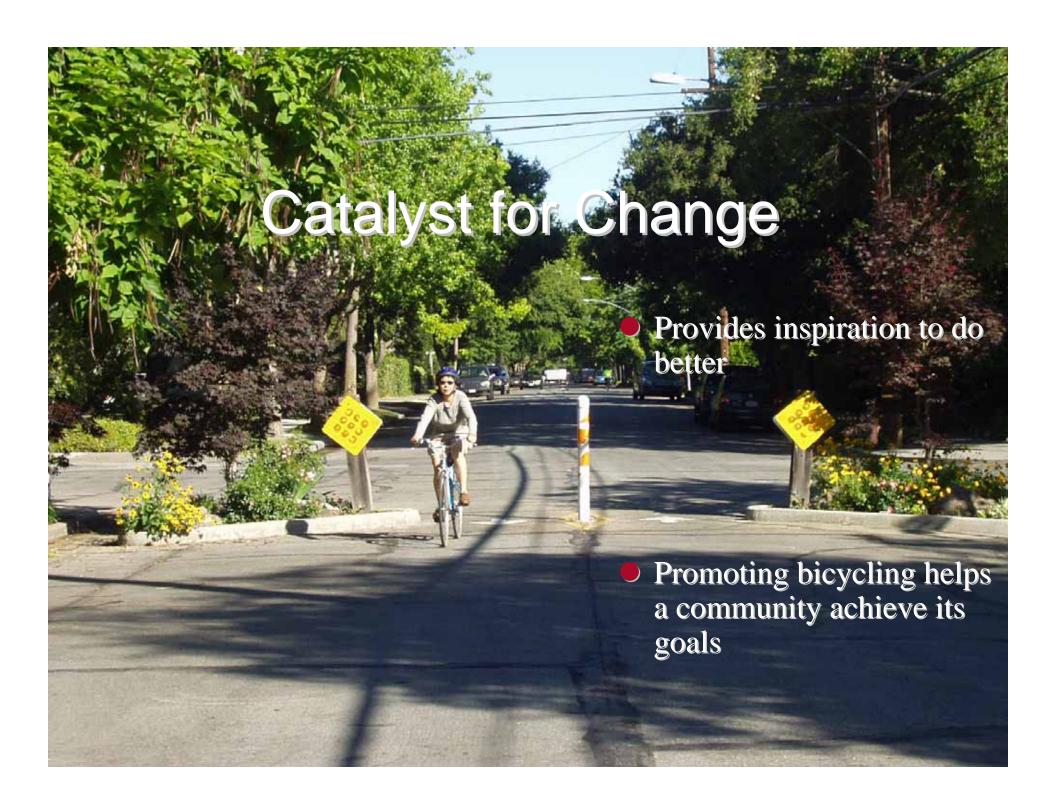


Four Reasons to Become a BFC





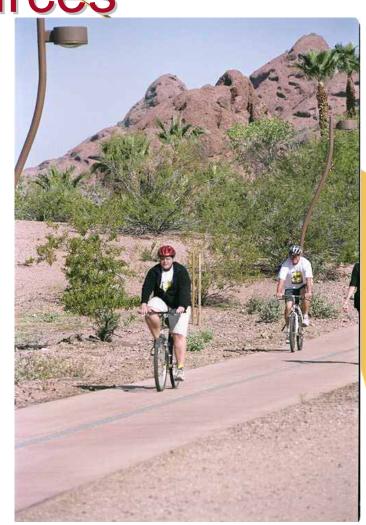






Resources

- Access to technical assistance
- Connection with other BFCs
- Appropriate opportunities and tools passed along





The Awards Application

 A community based audit to yield a holistic picture of a bicycle friendly endeavor



Application Criteria

- Engineering
- Education
- Encouragement
- Evaluation & Planning
- Enforcement





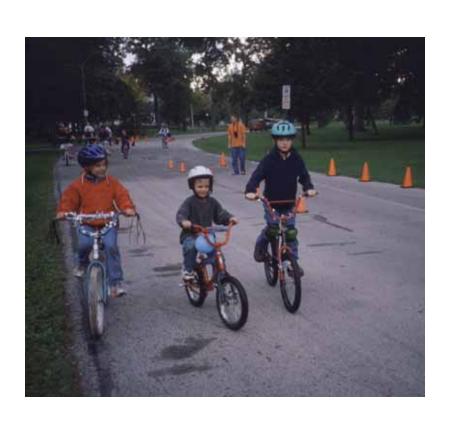
Engineering

- Miles of trails
- Miles of bike lanes
- Bicycle parking
- Bike racks on buses
- Training of engineers
- Maintenance intervals





Education



- Bicycle Education program in schools
- Safe Routes to School programs
- Bicycle safety promotion in routine activities
- League cycling instructors



Encouragement

- Bike Month or Biketo-Work day
- Annual bike tours or rides
- Safe Routes to School
- Bike maps
- Active Cycling Clubs& Teams





Evaluation & Planning



- Usage rates
- Fatalities and crashes
- Public feedback/input mechanisms
- Prioritizing improvements



Enforcement



- Law enforcement aware of cyclists' concerns
- Law enforcement trained regarding laws relating to bicyclists
- Public safety employees on bikes



Application Review

- Careful review of submitted materials
- •Feedback from local cyclists and advocates
- Awards determination



Awards

 Platinum, Gold, Silver, Bronze, Honorable Mention



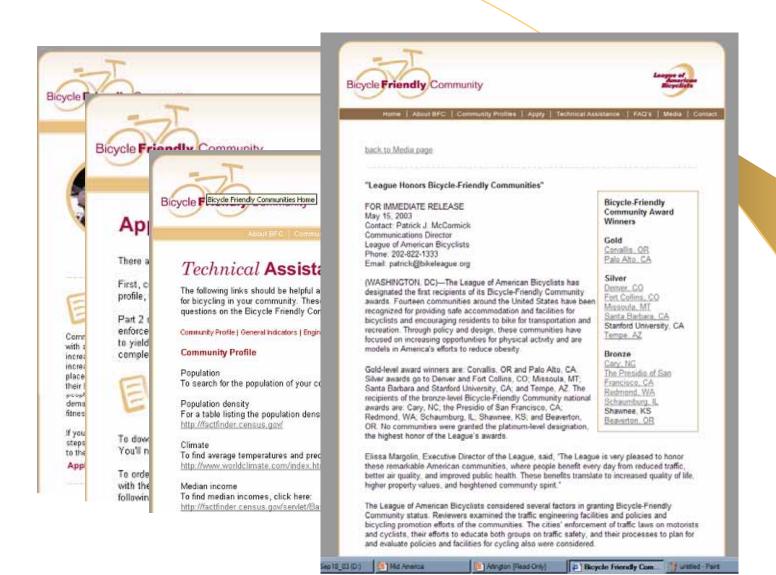




Renewal

- Communities are expected to update their application every two years.
- Award levels are reconsidered as part of renewal process







Applicant Feedback

"Completing this application has increased my awareness that we, the leading bicycle-friendly community in the State, still have much we should be doing."



Applicant Feedback

"While the community has put substantial investment in developing its bicycling routes, more emphasis is needed in bicycling education, maintenance and enforcement."



Applicant Feedback

"It is our hope that our failure to achieve Bicycle Friendly Community status at this point will be a catalyst in the community to begin addressing some of the reasons for our failure."



Next Steps

- Access the application and resources at www.bicyclefriendlycommunity.org
- Seek the endorsement and assistance of local officials in completing the application
- Return the completed application for review
- If approved, a designation of bronze, silver, gold, or platinum status is awarded



Campaign Partners









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www.bicyclefriendlycommunity.org